

## ORDER



**Orders**  
**Order / Rev:** 697173  
**Alt Order #:**  
**Product Desc:** OH- US SEN JOSH MANDEL OCT9-NO  
**Estimate:** 2452  
**Flight Dates:** 10/09/12 - 11/06/12  
**Original Date / Rev:** 09/21/12 / 09/21/12  
**Order Type:** Political

WKYC

**Primary AE:** Denel Kizler  
**Sales Office:** WKYC  
**Sales Region:** LOC

**Agency**  
**Name:** Strategic Media Placement/ POL  
**Buying Contact:** Nicholas Everhart  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Mandel, J/ US Senate  
**Demographic:** A35+  
**Product Codes:** PL-US Senate  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	174	\$248,350.00	\$211,097.50
10/29/12	11/06/12	79	\$103,550.00	\$88,017.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	174	\$248,350.00	\$211,097.50	477.90
November 2012	79	\$103,550.00	\$88,017.50	206.20
<b>Totals</b>	<b>253</b>	<b>\$351,900.00</b>	<b>\$299,115.00</b>	<b>684.10</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/09/12	11/06/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$5,000.00	P-2	2.10	NM	4	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$5,000.00		2.10			
	Week:	10/15/12	10/21/12	-----S		1				\$5,000.00		2.10			
	Week:	10/22/12	10/28/12	-----S		1				\$5,000.00		2.10			
	Week:	10/29/12	11/04/12	-----S		1				\$5,000.00		2.10			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
2	WKYC	10/09/12	11/06/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWTF--	:30	4	\$400.00	P-3	2.10	NM	16	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-TWTF--		3				\$400.00		2.10			
	Week:	10/15/12	10/21/12	MTWTF--		4				\$400.00		2.10			
	Week:	10/22/12	10/28/12	MTWTF--		4				\$400.00		2.10			
	Week:	10/29/12	11/04/12	MTWTF--		4				\$400.00		2.10			
	Week:	11/05/12	11/11/12	MT-----		1				\$400.00		2.10			
3	WKYC	10/09/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10a-11a	MTWTF--	:30	3	\$150.00	P-3	0.90	NM	12	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-TWTF--		2				\$150.00		0.90			
	Week:	10/15/12	10/21/12	MTWTF--		2				\$150.00		0.90			
	Week:	10/22/12	10/28/12	MTWTF--		3				\$150.00		0.90			
	Week:	10/29/12	11/04/12	MTWTF--		4				\$150.00		0.90			
	Week:	11/05/12	11/11/12	MT-----		1				\$150.00		0.90			

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Advertiser: Mandel, J/ US Senate  
 Product Desc: OH- US SEN JOSH MANDEL OCT9-NO  
 Estimate: 2452  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
4	WKYC	10/09/12	11/06/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MTWTF--	:30	4	\$400.00	P-2	0.80 NM	16	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	- TWTF--		3				\$400.00		0.80		
		Week: 10/15/12	10/21/12	MTWTF--		4				\$400.00		0.80		
		Week: 10/22/12	10/28/12	MTWTF--		4				\$400.00		0.80		
		Week: 10/29/12	11/04/12	MTWTF--		4				\$400.00		0.80		
		Week: 11/05/12	11/11/12	MT-----		1				\$400.00		0.80		
5	WKYC	10/09/12	11/05/12	M-F 2-3p Rachel Ray	CM	2-3p	MTWTF--	:30	5	\$300.00	P-3	0.70 NM	21	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	- TWTF--		5				\$300.00		0.70		
		Week: 10/15/12	10/21/12	MTWTF--		5				\$300.00		0.70		
		Week: 10/22/12	10/28/12	MTWTF--		5				\$300.00		0.70		
		Week: 10/29/12	11/04/12	MTWTF--		5				\$300.00		0.70		
		Week: 11/05/12	11/11/12	M-----		1				\$300.00		0.70		
6	WKYC	10/09/12	11/05/12	M-F 3-4p The Doctors	CM	3p-4p	MTWTF--	:30	5	\$350.00	P-3	1.50 NM	20	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	- TWTF--		4				\$350.00		1.50		
		Week: 10/15/12	10/21/12	MTWTF--		5				\$350.00		1.50		
		Week: 10/22/12	10/28/12	MTWTF--		5				\$350.00		1.50		
		Week: 10/29/12	11/04/12	MTWTF--		5				\$350.00		1.50		
		Week: 11/05/12	11/11/12	M-----		1				\$350.00		1.50		
8	WKYC	10/09/12	11/05/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	5	\$700.00	P-3	3.40 NM	20	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	- TWTF--		4				\$700.00		3.40		
		Week: 10/15/12	10/21/12	MTWTF--		5				\$700.00		3.40		
		Week: 10/22/12	10/28/12	MTWTF--		5				\$700.00		3.40		
		Week: 10/29/12	11/04/12	MTWTF--		5				\$700.00		3.40		
		Week: 11/05/12	11/11/12	M-----		1				\$700.00		3.40		
9	WKYC	10/09/12	11/05/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$2,400.00	P-2	4.70 NM	25	\$66,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	- TWTF--		3				\$2,400.00		4.70		
		Week: 10/15/12	10/21/12	MTWTF--		3				\$2,400.00		4.70		
		Week: 10/22/12	10/28/12	MTWTF--		4				\$2,400.00		4.70		

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 Estimate: 2452  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
9	WKYC	10/09/12	11/05/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$2,400.00	P-2	4.70	NM	25	\$66,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		4				\$2,400.00		4.70			
Spot	Ch	Date Range		Description		Start/End Time	Weekdays	Length		Rate		Rtg	Type		
11	NKYC	10/22/12-10/28/12		M-F 6-630p		6p-630p	MTWThF----	:30		<del>(\$2,400.00)</del>		4.70	NM		
		See MG 9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29,9.30,9.31,9.32,9.33,9.34,9.35,9.36,9.37 [NA/Oversold]													
12	NKYC	10/22/12-10/28/12		M-F 6-630p		6p-630p	MTWThF----	:30		<del>(\$2,400.00)</del>		4.70	NM		
		See MG 9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29,9.30,9.31,9.32,9.33,9.34,9.35,9.36,9.37 [NA/Oversold]													
14	NKYC	10/22/12-10/28/12		M-F 6-630p		6p-630p	MTWThF----	:30		<del>(\$2,400.00)</del>		4.70	NM		
		See MG 9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29,9.30,9.31,9.32,9.33,9.34,9.35,9.36,9.37 [NA/Oversold]													
21	NKYC	10/22/12-10/28/12		M-F 6-630p		6p-630p	MTWThF----	:30		\$2,400.00		4.70	NM		
		Ⓜ MG for 13.18,13.17,16.11,16.14,9.11,9.12,9.14,16.19,16.16,11.24,13.11,13.13,9.15,9.16,9.18,9.17,9.19													
22	NKYC	10/22/12-10/28/12		M-F 6-630p		6p-630p	MTWThF----	:30		\$2,400.00		4.70	NM		
		Ⓜ MG for 13.18,13.17,16.11,16.14,9.11,9.12,9.14,16.19,16.16,11.24,13.11,13.13,9.15,9.16,9.18,9.17,9.19													
23	NKYC	10/22/12-10/28/12		M-F 6-630p		6p-630p	MTWThF----	:30		\$2,400.00		4.70	NM		
		Ⓜ MG for 13.18,13.17,16.11,16.14,9.11,9.12,9.14,16.19,16.16,11.24,13.11,13.13,9.15,9.16,9.18,9.17,9.19													
24	NKYC	10/29/12-11/04/12		EN (M-Su)		M-F 6-730pm/SS	MTWThFSaSu	:30		\$2,400.00		4.70	NM		
		Ⓜ MG for 13.18,13.17,16.11,16.14,9.11,9.12,9.14,16.19,16.16,11.24,13.11,13.13,9.15,9.16,9.18,9.17,9.19													
25	NKYC	10/29/12-11/04/12		EN (M-Su)		M-F 6-730pm/SS	MTWThFSaSu	:30		\$2,400.00		4.70	NM		
		Ⓜ MG for 13.18,13.17,16.11,16.14,9.11,9.12,9.14,16.19,16.16,11.24,13.11,13.13,9.15,9.16,9.18,9.17,9.19													
26	NKYC	10/29/12-11/04/12		EN (M-Su)		M-F 6-730pm/SS	MTWThFSaSu	:30		\$2,400.00		4.70	NM		
		Ⓜ MG for 13.18,13.17,16.11,16.14,9.11,9.12,9.14,16.19,16.16,11.24,13.11,13.13,9.15,9.16,9.18,9.17,9.19													
27	NKYC	10/29/12-11/04/12		EN (M-Su)		M-F 6-730pm/SS	MTWThFSaSu	:30		\$2,400.00		4.70	NM		
		Ⓜ MG for 13.18,13.17,16.11,16.14,9.11,9.12,9.14,16.19,16.16,11.24,13.11,13.13,9.15,9.16,9.18,9.17,9.19													
28	NKYC	10/29/12-11/04/12		EN (M-Su)		M-F 6-730pm/SS	MTWThFSaSu	:30		\$2,400.00		4.70	NM		
		Ⓜ MG for 13.18,13.17,16.11,16.14,9.11,9.12,9.14,16.19,16.16,11.24,13.11,13.13,9.15,9.16,9.18,9.17,9.19													
29	NKYC	10/22/12-10/28/12		M-F 730-8p		730-8p	MTWThF----	:30		\$3,500.00		3.80	NM		
		Ⓜ MG for 13.18,13.17,16.11,16.14,9.11,9.12,9.14,16.19,16.16,11.24,13.11,13.13,9.15,9.16,9.18,9.17,9.19													
30	NKYC	10/22/12-10/28/12		M-F 730-8p		730-8p	MTWThF----	:30		\$3,500.00		3.80	NM		
		Ⓜ MG for 13.18,13.17,16.11,16.14,9.11,9.12,9.14,16.19,16.16,11.24,13.11,13.13,9.15,9.16,9.18,9.17,9.19													
31	NKYC	10/29/12-11/04/12		M-F 730-8p		730-8p	MTWThF----	:30		\$3,500.00		3.80	NM		
		Ⓜ MG for 13.18,13.17,16.11,16.14,9.11,9.12,9.14,16.19,16.16,11.24,13.11,13.13,9.15,9.16,9.18,9.17,9.19													
32	NKYC	10/29/12-11/04/12		M-F 730-8p		730-8p	MTWThF----	:30		\$3,500.00		3.80	NM		
		Ⓜ MG for 13.18,13.17,16.11,16.14,9.11,9.12,9.14,16.19,16.16,11.24,13.11,13.13,9.15,9.16,9.18,9.17,9.19													
33	NKYC	10/29/12-11/04/12		Nightly News		M-Su 6:28p-7p	MTWThFSaSu	:30		\$6,000.00		5.00	NM		
		Ⓜ MG for 13.18,13.17,16.11,16.14,9.11,9.12,9.14,16.19,16.16,11.24,13.11,13.13,9.15,9.16,9.18,9.17,9.19													
34	NKYC	10/22/12-10/28/12		Tonight Show		1135p-1237a	MTWThF----	:30		\$2,000.00		2.50	NM		
		Ⓜ MG for 13.18,13.17,16.11,16.14,9.11,9.12,9.14,16.19,16.16,11.24,13.11,13.13,9.15,9.16,9.18,9.17,9.19													
35	NKYC	10/22/12-10/28/12		Tonight Show		1135p-1237a	MTWThF----	:30		\$2,000.00		2.50	NM		
		Ⓜ MG for 13.18,13.17,16.11,16.14,9.11,9.12,9.14,16.19,16.16,11.24,13.11,13.13,9.15,9.16,9.18,9.17,9.19													
36	NKYC	10/29/12-11/04/12		Tonight Show		1135p-1237a	MTWThF----	:30		\$2,000.00		2.50	NM		
		Ⓜ MG for 13.18,13.17,16.11,16.14,9.11,9.12,9.14,16.19,16.16,11.24,13.11,13.13,9.15,9.16,9.18,9.17,9.19													
37	NKYC	10/29/12-11/04/12		Tonight Show		1135p-1237a	MTWThF----	:30		\$2,000.00		2.50	NM		
		Ⓜ MG for 13.18,13.17,16.11,16.14,9.11,9.12,9.14,16.19,16.16,11.24,13.11,13.13,9.15,9.16,9.18,9.17,9.19													
Week:		10/29/12	11/04/12	MTWTF--		5				\$2,400.00		4.70			



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 Estimate: 2452  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	WKYC	10/09/12	11/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p	MTWTF--	:30	2	\$3,500.00	P-1	3.80	NM	7	\$24,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$3,500.00		3.80			
14	WKYC	10/09/12	11/05/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MTWTF--	:30	4	\$1,800.00	P-3	4.00	NM	15	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		4				\$1,800.00		4.00			
		Week: 10/15/12	10/21/12	MTWTF--		4				\$1,800.00		4.00			
		Week: 10/22/12	10/28/12	MTWTF--		3				\$1,800.00		4.00			
		Week: 10/29/12	11/04/12	MTWTF--		3				\$1,800.00		4.00			
		Week: 11/05/12	11/11/12	M-----		1				\$1,800.00		4.00			
15	WKYC	10/09/12	11/06/12	Browns Tonight Browns Tonight	CM	Browns Tonight	-----S	:30	1	\$800.00	P-1	5.60	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$800.00		5.60			
		Week: 10/15/12	10/21/12	-----S		1				\$800.00		5.60			
		Week: 10/22/12	10/28/12	-----S		1				\$800.00		5.60			
		Week: 10/29/12	11/04/12	-----S		1				\$800.00		5.60			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
16	WKYC	10/09/12	11/05/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	3	\$2,000.00	P-1	2.50	NM	9	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		3				\$2,000.00		2.50			
		Week: 10/15/12	10/21/12	MTWTF--		3				\$2,000.00		2.50			
		Week: 10/22/12	10/28/12	MTWTF--		3				\$2,000.00		2.50			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
11	NKYC	10/22/12-10/28/12		Tonight Show		1135p-1237a	MTWThF----	:30		<del>(\$2,000.00)</del>		2.50	NM		
		See MG 9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29,9.30,9.31,9.32,9.33,9.34,9.35,9.36,9.37 [NA/Oversold]													
14	NKYC	10/22/12-10/28/12		Tonight Show		1135p-1237a	MTWThF----	:30		<del>(\$2,000.00)</del>		2.50	NM		
		See MG 9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29,9.30,9.31,9.32,9.33,9.34,9.35,9.36,9.37 [NA/Oversold]													
		Week: 10/29/12	11/04/12	MTWTF--		3				\$2,000.00		2.50			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
16	NKYC	10/29/12-11/04/12		Tonight Show		1135p-1237a	MTWThF----	:30		<del>(\$2,000.00)</del>		2.50	NM		
		See MG 9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29,9.30,9.31,9.32,9.33,9.34,9.35,9.36,9.37 [NA/Oversold]													
19	NKYC	10/29/12-11/04/12		Tonight Show		1135p-1237a	MTWThF----	:30		<del>(\$2,000.00)</del>		2.50	NM		
		See MG 9.21,9.22,9.23,9.24,9.25,9.26,9.27,9.28,9.29,9.30,9.31,9.32,9.33,9.34,9.35,9.36,9.37 [NA/Oversold]													
		Week: 11/05/12	11/11/12	M-----		1				\$2,000.00		2.50			
17	WKYC	10/09/12	11/06/12	Fri Prime B Grimm	CM	9-10p	----F--	:30	1	\$3,000.00	P-3	4.30	NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		1				\$3,000.00		4.30			
		Week: 10/15/12	10/21/12	----F--		1				\$3,000.00		4.30			
		Week: 10/22/12	10/28/12	----F--		1				\$3,000.00		4.30			
		Week: 10/29/12	11/04/12	----F--		1				\$3,000.00		4.30			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
18	WKYC	10/09/12	11/06/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MTWTF--	:30	2	\$650.00	P-2	1.50	NM	12	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		2				\$650.00		1.50			
		Week: 10/15/12	10/21/12	MTWTF--		3				\$650.00		1.50			
		Week: 10/22/12	10/28/12	MTWTF--		3				\$650.00		1.50			
		Week: 10/29/12	11/04/12	MTWTF--		3				\$650.00		1.50			
		Week: 11/05/12	11/11/12	MT-----		1				\$650.00		1.50			
19	WKYC	10/09/12	11/06/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	3	\$800.00	P-3	2.30	NM	13	\$10,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		3				\$800.00		2.30			

Order / Rev: 697173  
 Alt Order #:  
 Flight Dates: 10/09/12 - 11/06/12

Advertiser: Mandel, J/ US Senate  
 Product Desc: OH- US SEN JOSH MANDEL OCT9-NO  
 Estimate: 2452  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
19	WKYC	10/09/12	11/06/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	3	\$800.00	P-3	2.30	NM	13	\$10,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		3				\$800.00		2.30			
		Week: 10/22/12	10/28/12	MTWTF--		3				\$800.00		2.30			
		Week: 10/29/12	11/04/12	MTWTF--		3				\$800.00		2.30			
		Week: 11/05/12	11/11/12	MT-----		1				\$800.00		2.30			
20	WKYC	10/09/12	11/06/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	3	\$800.00	P-3	3.40	NM	14	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		2				\$800.00		3.40			
		Week: 10/15/12	10/21/12	MTWTF--		3				\$800.00		3.40			
		Week: 10/22/12	10/28/12	MTWTF--		4				\$800.00		3.40			
		Week: 10/29/12	11/04/12	MTWTF--		4				\$800.00		3.40			
		Week: 11/05/12	11/11/12	MT-----		1				\$800.00		3.40			
21	WKYC	10/09/12	11/06/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$800.00	P-3	3.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$800.00		3.00			
		Week: 10/15/12	10/21/12	-----S-		1				\$800.00		3.00			
		Week: 10/22/12	10/28/12	-----S-		1				\$800.00		3.00			
		Week: 10/29/12	11/04/12	-----S-		1				\$800.00		3.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
22	WKYC	10/09/12	11/06/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$800.00	P-3	2.80	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$800.00		2.80			
		Week: 10/15/12	10/21/12	-----S-		1				\$800.00		2.80			
		Week: 10/22/12	10/28/12	-----S-		1				\$800.00		2.80			
		Week: 10/29/12	11/04/12	-----S-		1				\$800.00		2.80			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
23	WKYC	10/09/12	11/06/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$800.00	P-3	3.80	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$800.00		3.80			
		Week: 10/15/12	10/21/12	-----S		1				\$800.00		3.80			
		Week: 10/22/12	10/28/12	-----S		1				\$800.00		3.80			
		Week: 10/29/12	11/04/12	-----S		1				\$800.00		3.80			
		Week: 11/05/12	11/11/12	-----		0				\$600.00		0.00			
24	WKYC	10/09/12	11/06/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$800.00	P-3	3.40	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$800.00		3.40			
		Week: 10/15/12	10/21/12	-----S		1				\$800.00		3.40			
		Week: 10/22/12	10/28/12	-----S		1				\$800.00		3.40			
		Week: 10/29/12	11/04/12	-----S		1				\$800.00		3.40			
		Week: 11/05/12	11/11/12	-----		0				\$600.00		0.00			
25	WKYC	10/09/12	11/06/12	NFL Regular Season Fo6M NFL Football	CM	NFL Football	-----	:30	0	\$8,000.00	P-3	9.40	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$8,000.00		9.40			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00			
		Week: 10/29/12	11/04/12	-----		0				\$0.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
26	WKYC	10/21/12	10/28/12	NFL Regular Season Fo6M NFL Football	CM	NFL Football	-----S	:30	1	\$7,500.00	P-5	9.40	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$7,500.00		9.40			
		Week: 10/22/12	10/28/12	-----S		1				\$8,500.00		9.40			
27	WKYC	10/12/12	10/12/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00

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 Flight Dates: 10/09/12 - 11/06/12

Advertiser: Mandel, J/ US Senate  
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 Estimate: 2452

**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
27	WKYC	10/12/12	10/12/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$3,000.00	P-3	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1			\$3,000.00		0.00			
28	WKYC	11/05/12	11/05/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$100.00	P-3	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1			\$100.00		0.00			
Totals													253	\$351,900.00